

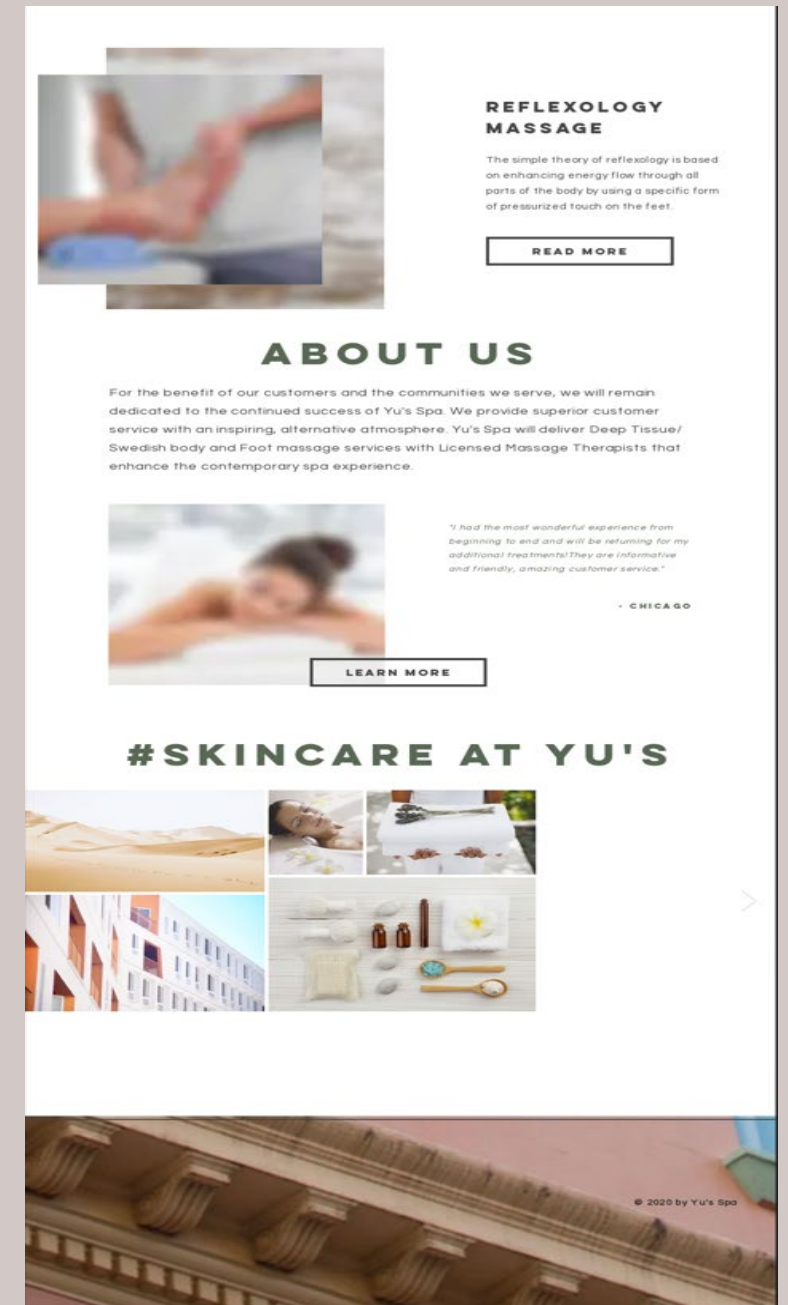
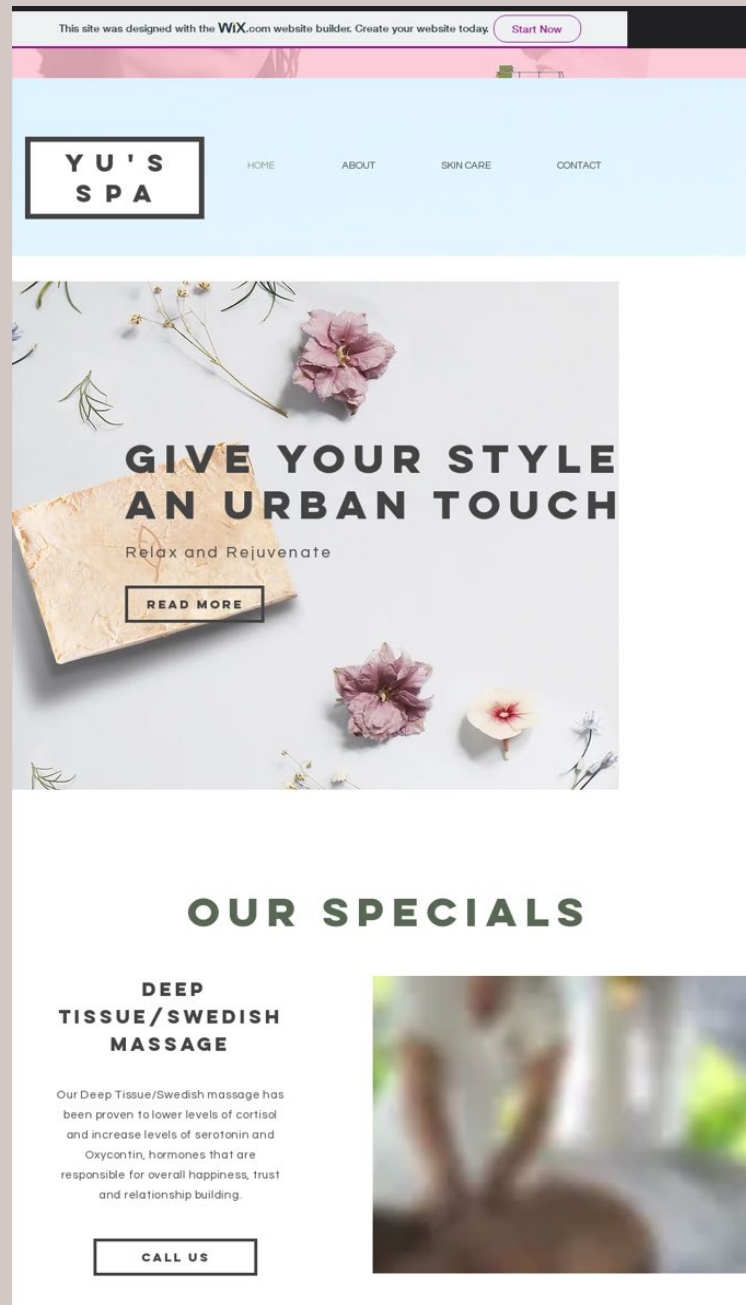
# Yu`s Spa Website Redesign

<https://angelhanjie.wixsite.com/yuspa>

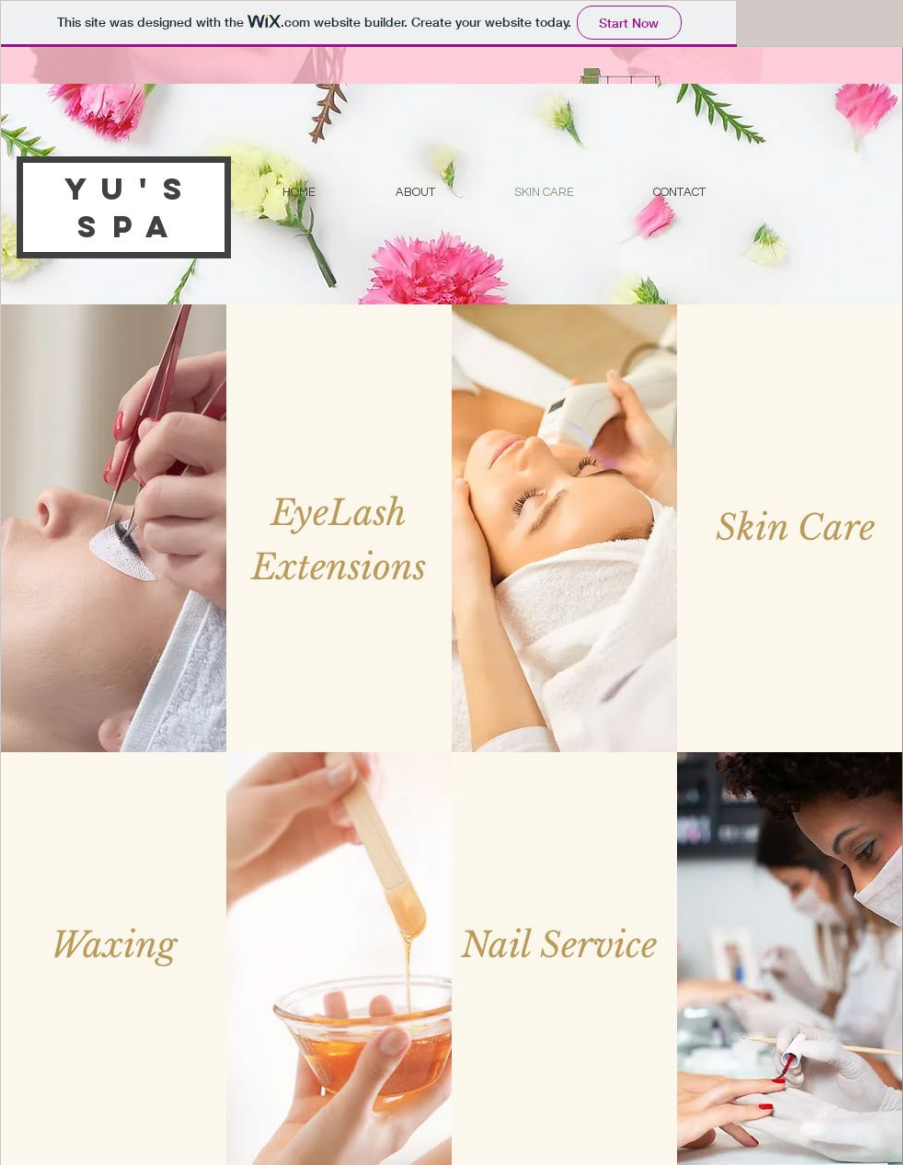
Tinka Petkova

# Live Website

## Home Page



Live Website



Services Page



Contact Page

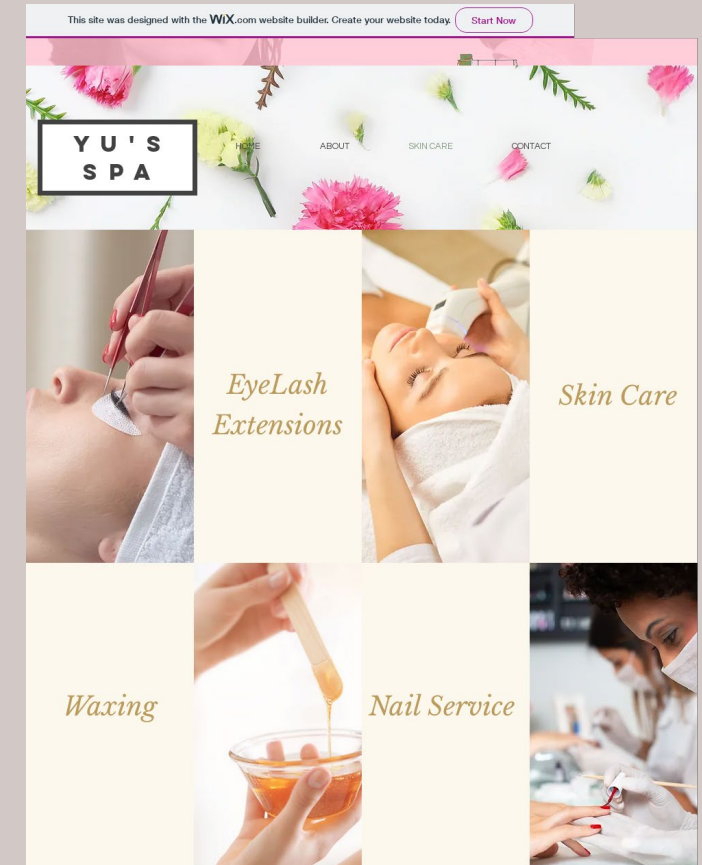
# Live Website

## Issues:

- Links/buttons leading to nowhere or the wrong page.
- No book online option
- No footer
- Navigation



- No Contact form



- Missing services offered and prices information



HOME

ABOUT

SKIN CARE

CONTACT

# Usability Test and Findings from Phase I

## Scenario 1

You want to book an online appointment for a massage at Yu's Spa's website.

Test time	1:93	1:25	0:97
Completion	N	N	N
Kayak error	3	3	2
Fatal error	0	0	0
Difficulty	Not difficult	Somewhat	None
Confusion level	Little	Little	No
Mood	OK	OK	OK
Notable User Comments	I guess the way to go is to dial this number. Nothings happen here. Nope, I don't know.	Ooo, that's confusing. What the heck just happened? Ooo bizarre. I can't find anywhere to book an online appointment.	I don't see any messages. H Nothing pop-up. At this point, I will probably decide to go to a different website. Not enough information.
My Thoughts	I thought that all participants would look first on the Home page for a "Book an appointment" button and then try the Contact Us page, but the interesting thing is that P3 didn't even look for options on the Home page like P1 and P2. She went straight to the Skin Care Page, where she thought she could find massage services and an option to book an appointment.		
Suggestions	I suggest placing the "Book Now" button at the top of every page so the user can see it right after <u>the page</u> is loaded.		

## Scenario 2

Your friend recommends Yu's Spa as an excellent place for a massage, and you would like to know more about the services they offer and the prices.

Test time	1:04	1:24	0:86
Completion	N	N	N
Kayak error	2	4	2
Fatal error	0	0	0
Difficulty	OK	OK	OK
Confusion level	Some	Little with buttons	None
Mood	Confused/OK	Confused	Fine
Notable User Comments	When you click Call Us, it doesn't give you the right page.	I have no idea how much any of this costs. I am stuck.	I can't get any information about the place and what exactly they do there— nothing about the prices. I will be disappointed at this point.
My Thoughts	P1 and P2 were confused with the buttons on the Home page not leading to anywhere. All participants were disappointed after clicking on the Skin Care page because of the lack of information.		
Suggestions	Fix broken links. Add two more pages on the top navigation - Services and Products. Rearrange the home page – including a monthly promotion, the most popular <u>services</u> , and products, some testimonials, footer.		



# Personas

## Ashley Kay



*"Give your body a little love, it deserves it."*

**Age:** 37

**Education:** Bachelor's degree

**Occupation:** Nutritional Therapist

**Family:** Married, three kids

**Location:** Schaumburg, IL

**Character:** Funny

**Household Income:** \$85,000

Organized

Practical

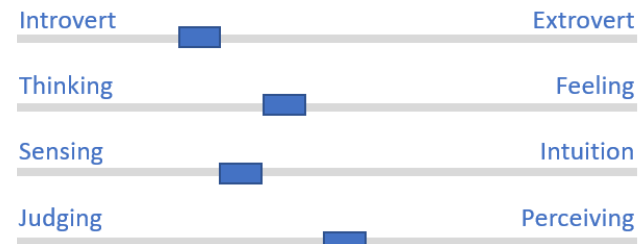
Planner

Hardworking

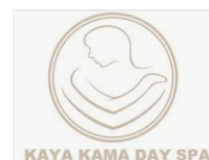
### Bio

Ashley is a nutrition therapist who tries to manage her professional and personal life the best way she can. Working and raising three kids is hard. At work and home, she gives the best of herself. But sometimes, she is tired, and she needs time for herself. She dreams of having a long spa day where she can relax, recharge and disconnect from the world without electronics, noise, and kids.

### Personality



### Brands & Influencers



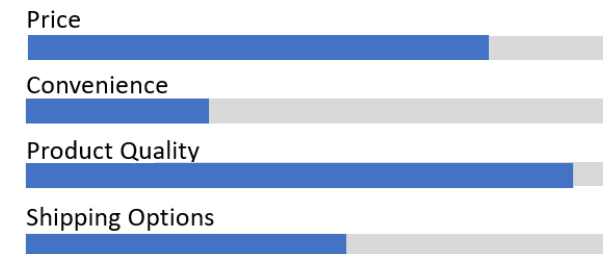
### Goals

- Survive the day.
- Reward yourself.
- Reduces Stress.

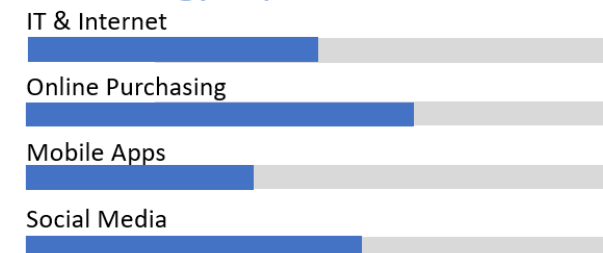
### Frustrations

- Losing time.
- Don't have time to take care of myself.
- Always busy.









### Motivation



### Technology Experience

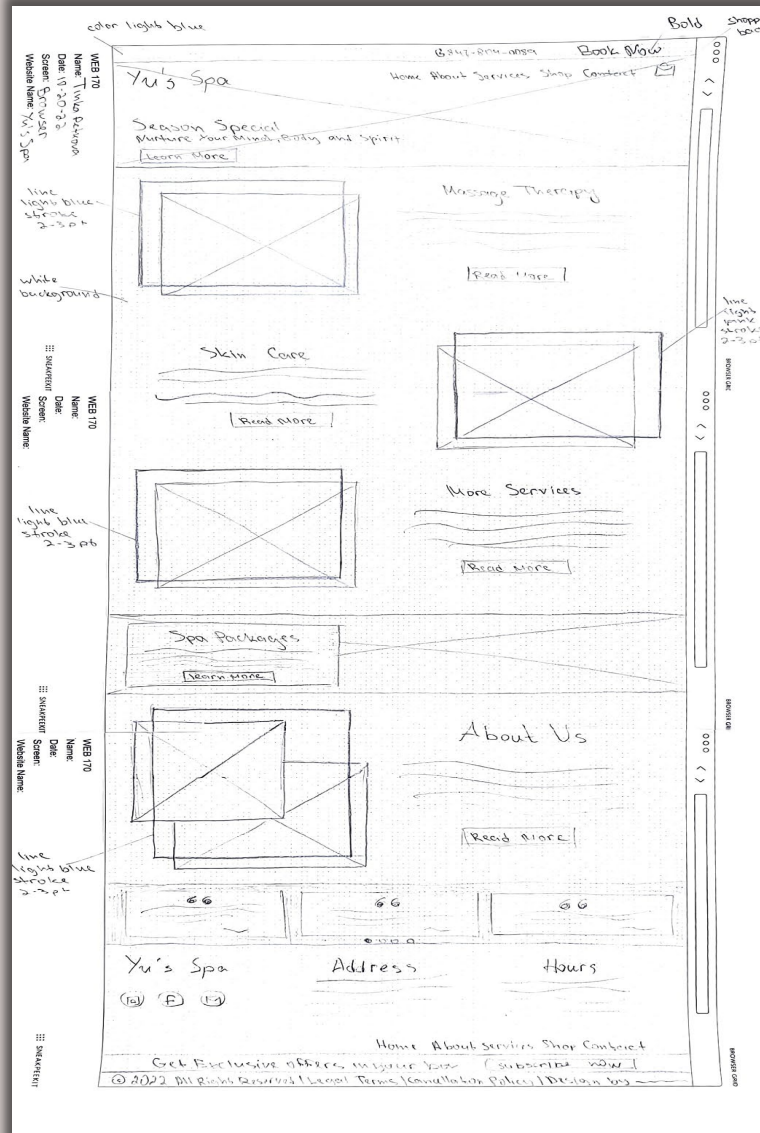


# Journey Map

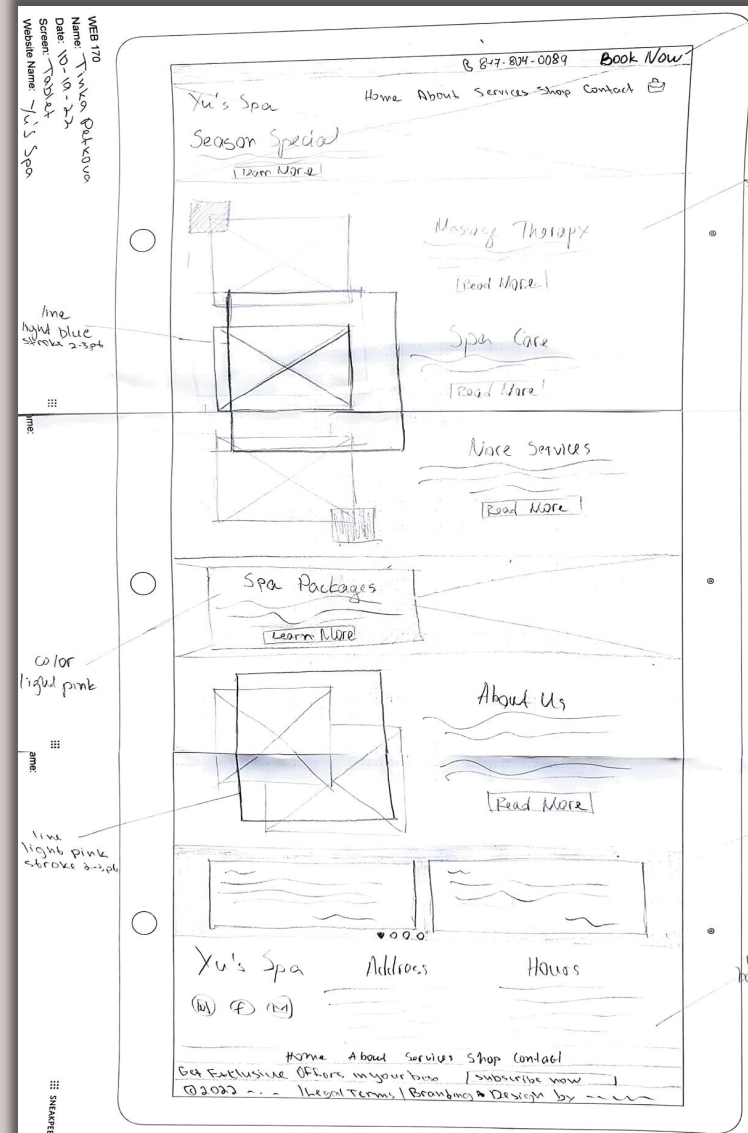
Customer Journey Map							
WEB 170 Student Name: <b>Tinka Petkova</b>	Persona Name: <b>Ashlay Kay</b>		Website Name: <b>YU'S SPA</b>	Website URL: <b>https://angelhanjie.wixsite.com/yuspa</b>			
			User Goal: <b>Book an online appointment.</b>				
<b>Customer Touchpoint Title:</b> This is the name of the transaction step (Enters Home page, Looks for Contact link on Home page...)	<b>1</b> Goes to Home page.	<b>2</b> Looks for book an appointment action button/option on Home page.	<b>3</b> Doesn't find book an appointment button/option on Home page.	<b>4</b> Clicks on the Contact page.	<b>5</b> Looks for book an appointment on Contact page.	<b>6</b> Doesn't find book an appointment button/option on Contact page.	<b>7</b> Leaves Yu's Spa website.
<b>Web Page Name:</b> The web page name that this specific touchpoint is happening on (Home, Products, Contact)  Note: The same web page name may be used on multiple touchpoints	Home	Home	Home	Contact	Contact	Contact	
<b>What the Customer Says:</b> Notable comment of user's experience during this specific touchpoint. ("Why does do I have to reenter my information?")	None	I saw a message down here. I want to book a massage. I don't want to call them.	Maybe Contact Us?	None	I don't see any way to book an online a ppointment for a massage.	Looks like the only way to book an appointment is to call them	None
<b>What the Customer Feels:</b> The emotional state of the customer during this specific touchpoint.							
<b>Solutions/Opportunities:</b> What are the possible solutions or opportunities that could improve the interaction and benefit the customer during this specific touchpoint.	No solutions are needed.	No solutions are needed.	Placing an action button "Book NOW" with a special deal on top of the Home page.	No solutions are needed.	No solutions are needed.	Adding a "Book NOW" button on the Contact page.	Going through the process of booking an online appointment.

# Home Page Sketches

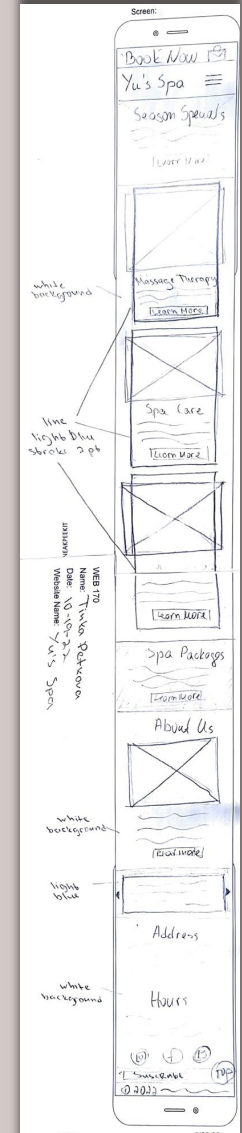
## Desktop



## Tablet



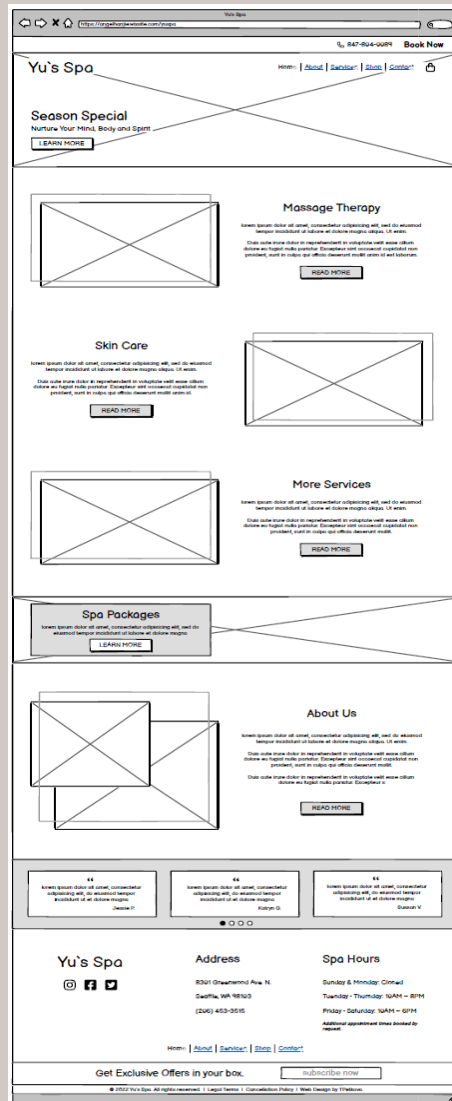
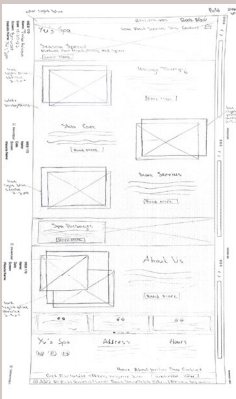
## Phone



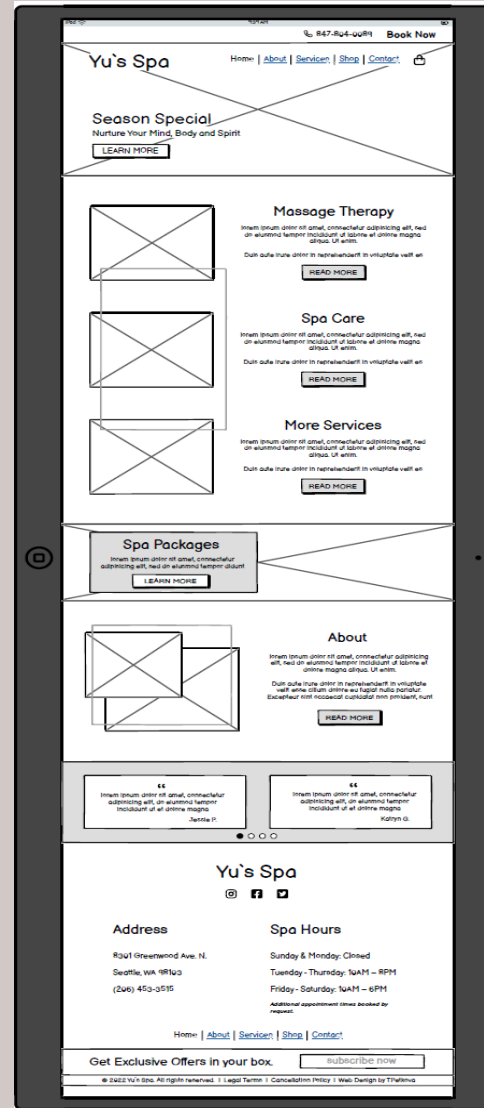
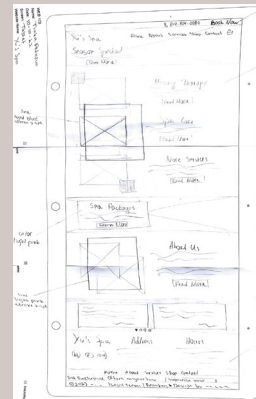


# Home Page Wireframe

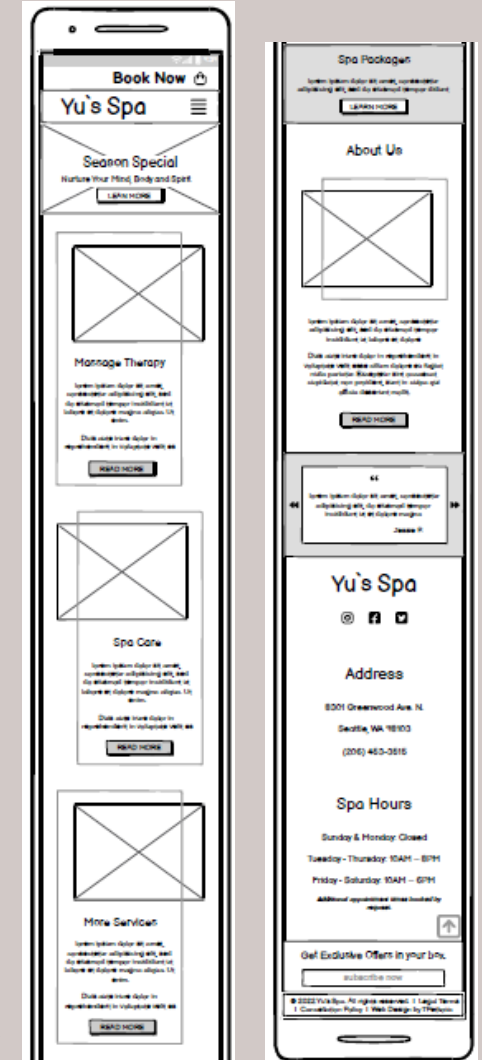
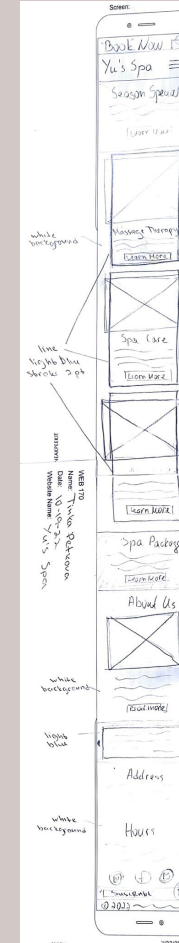
## Desktop



## Tablet

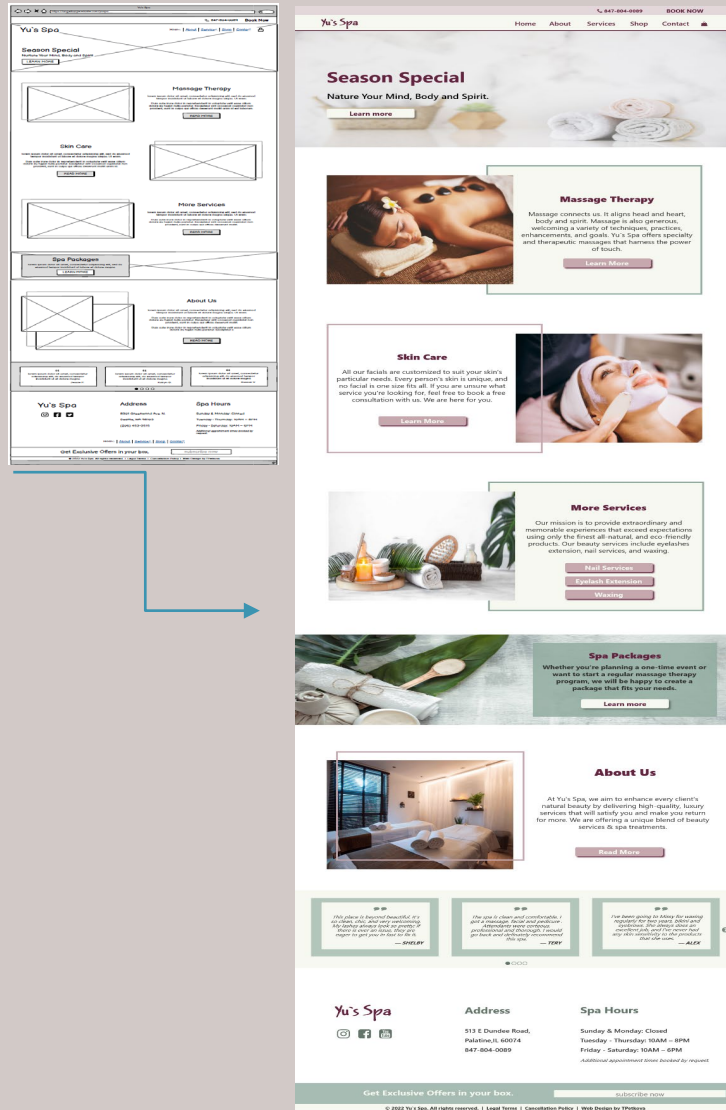


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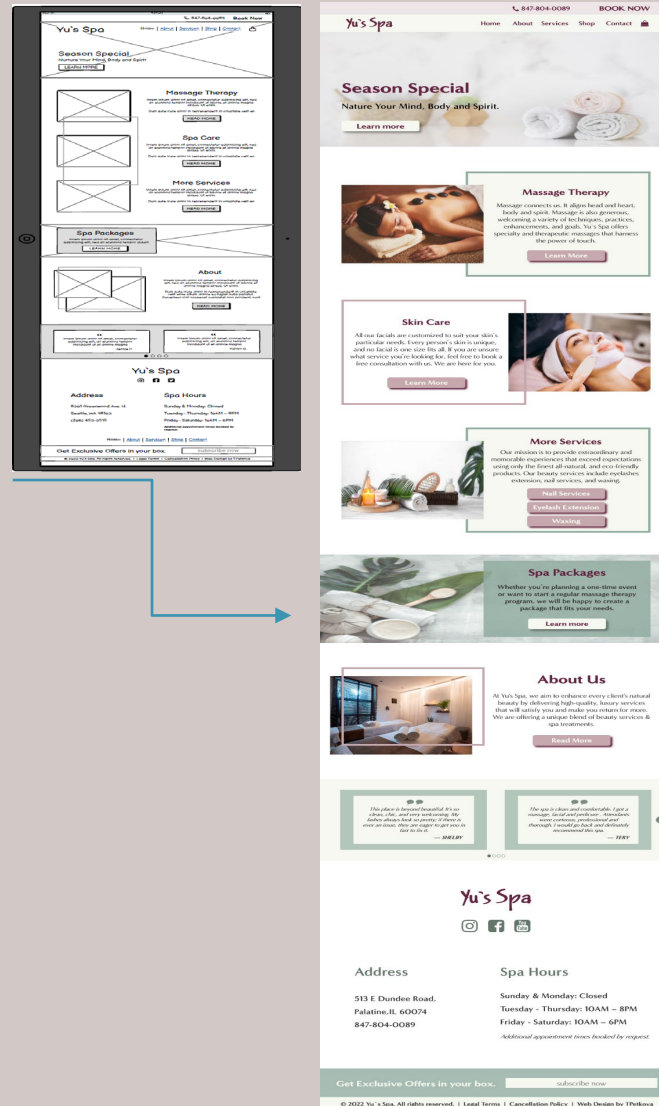


# Home Page Prototype

## Desktop



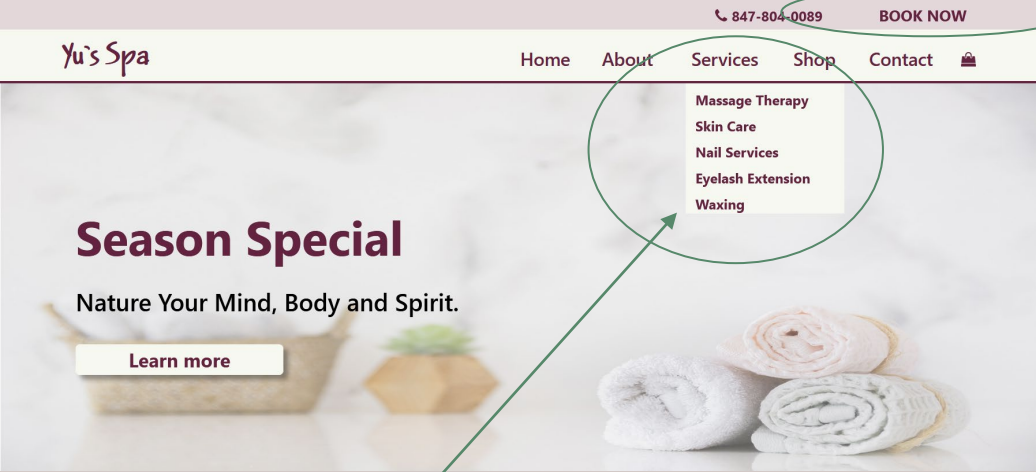
## Tablet



## Phone



# Added Book Now option

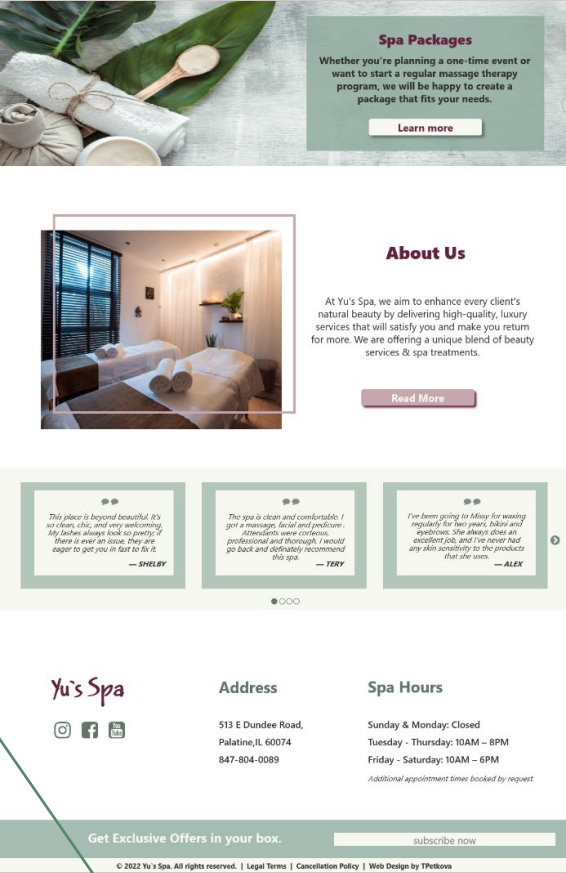
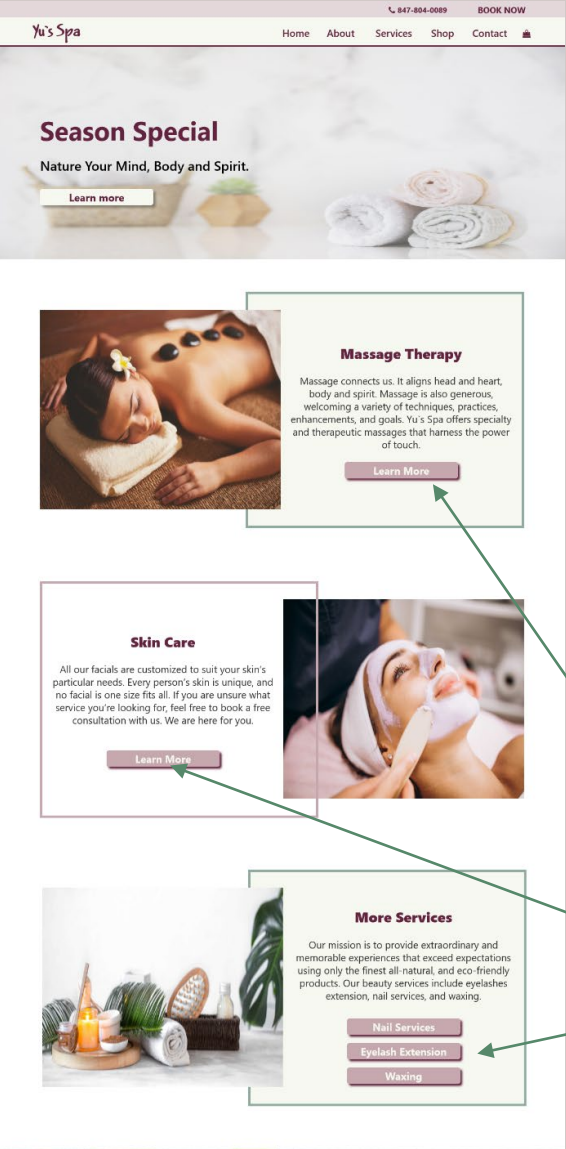


# Services Page Added



# Footer Added

# Home Page Prototype fixed issues

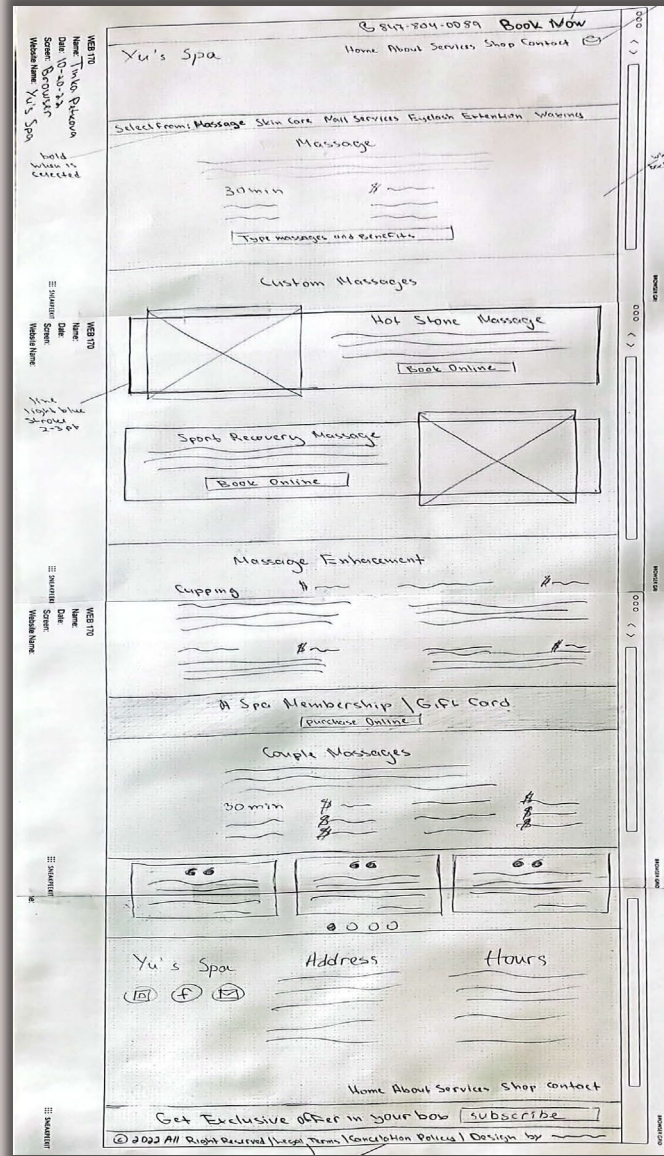


# Buttons leading to Services Page

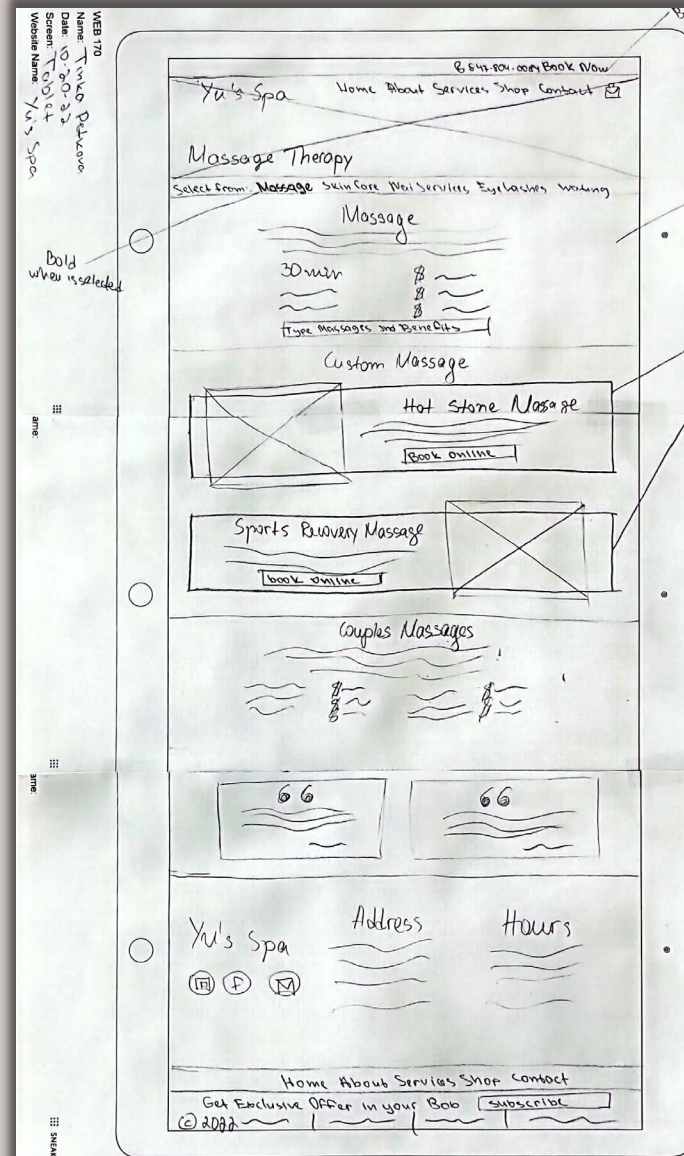


# Services Page Sketches

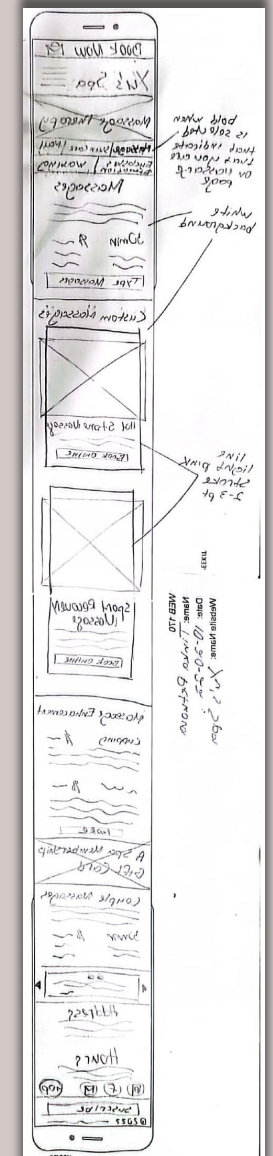
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## Tablet

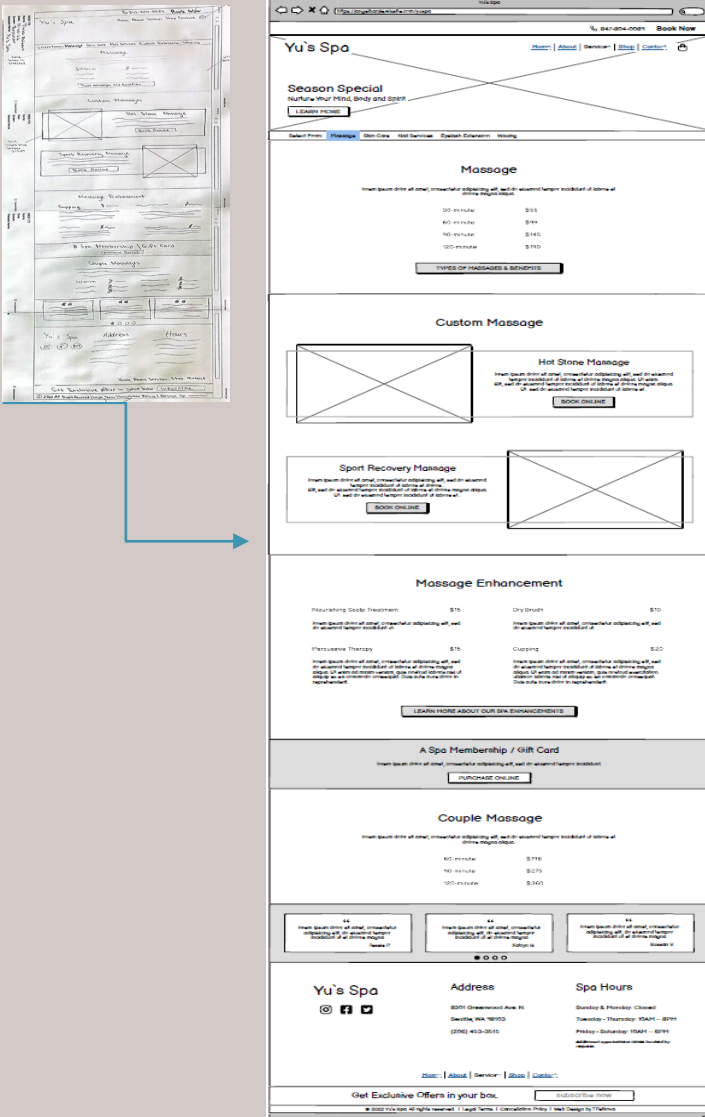


## Phone

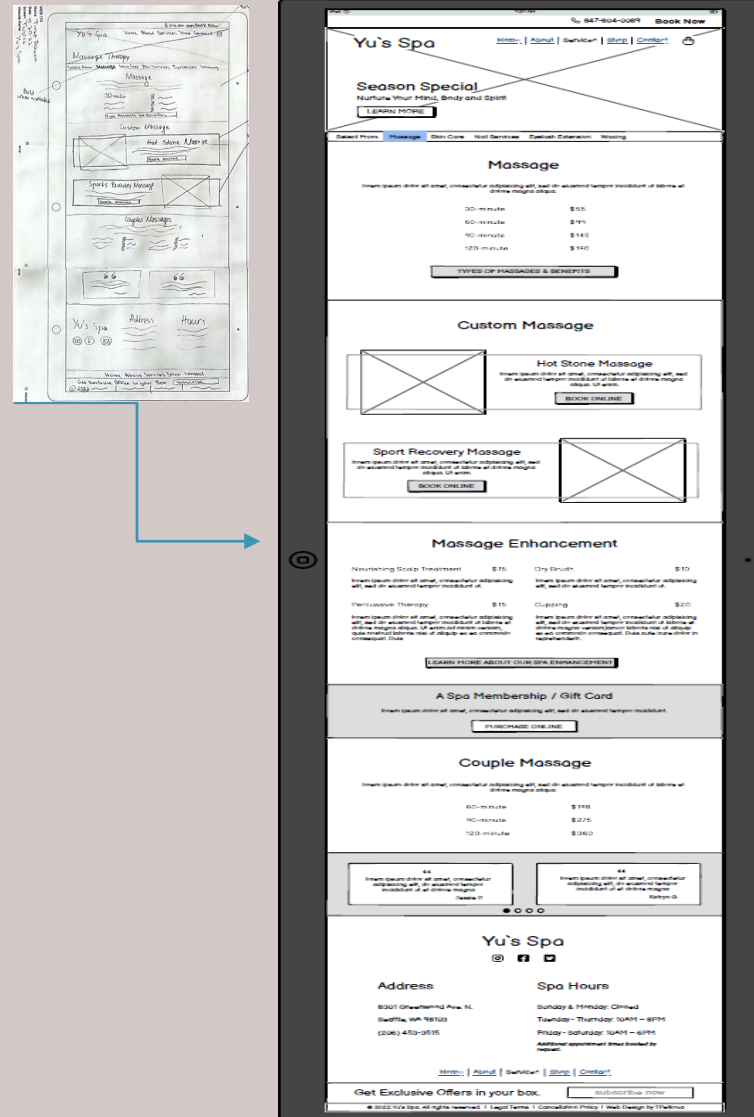


# Services Page Wireframe

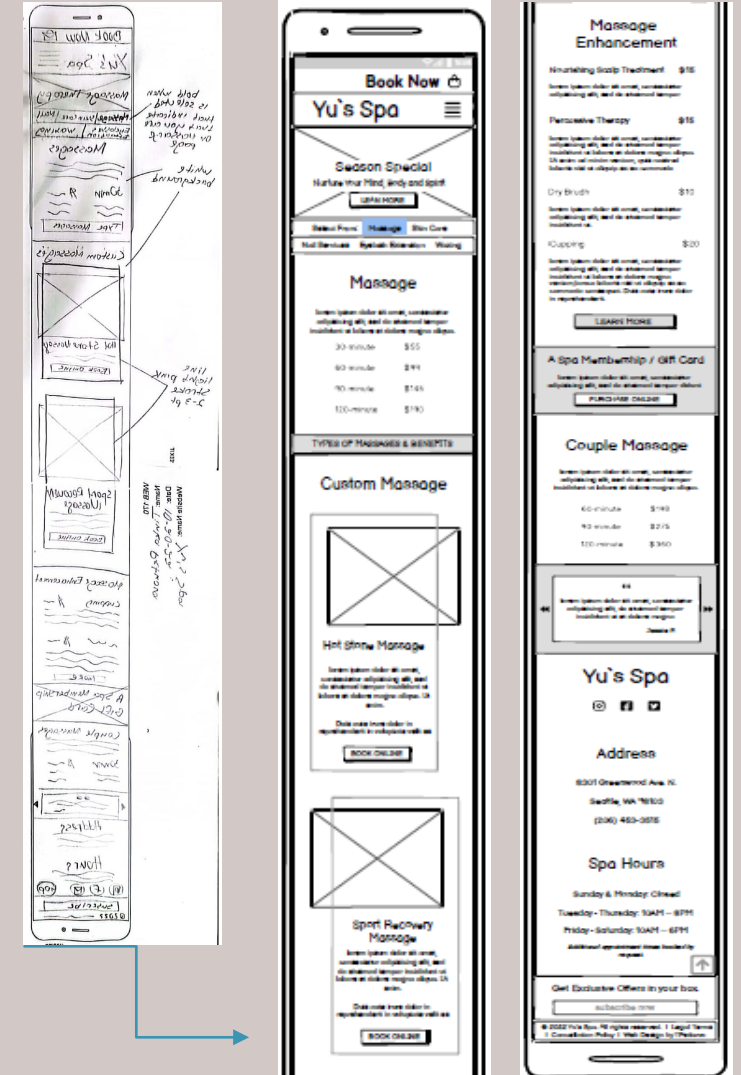
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## Tablet



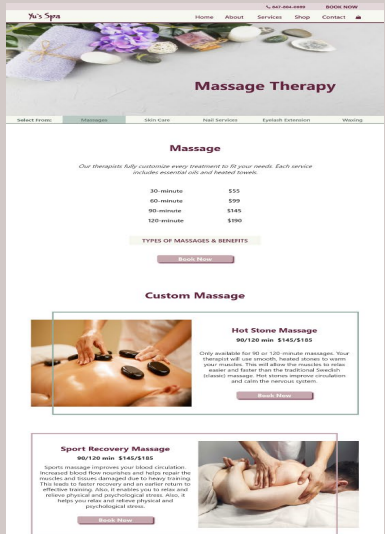
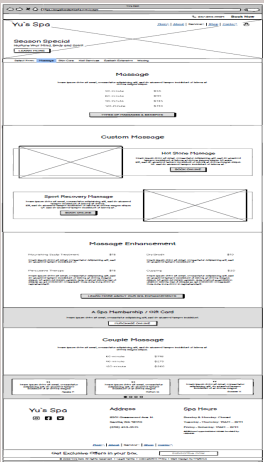
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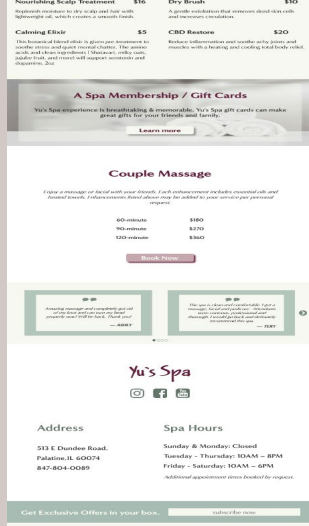
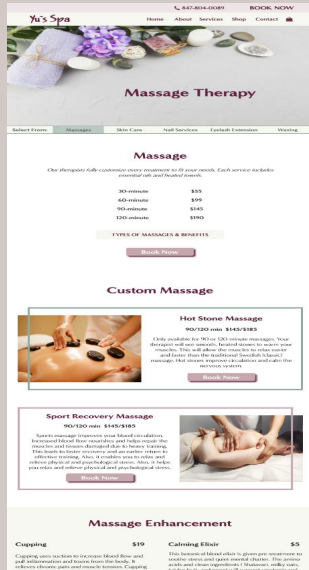
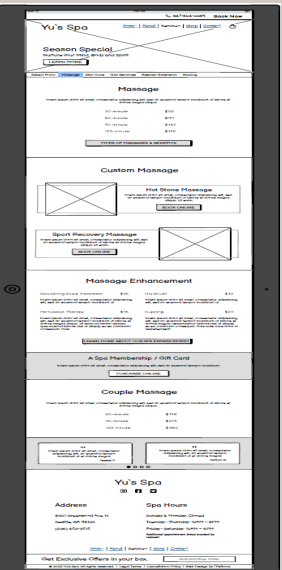


# Services Page Prototype

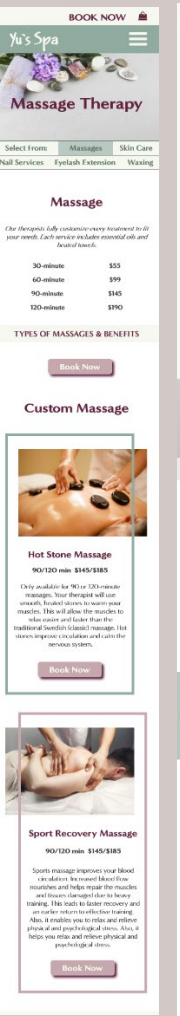
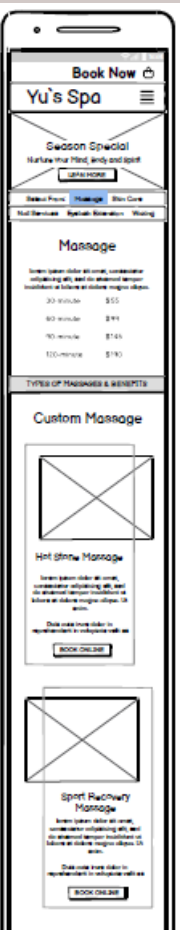
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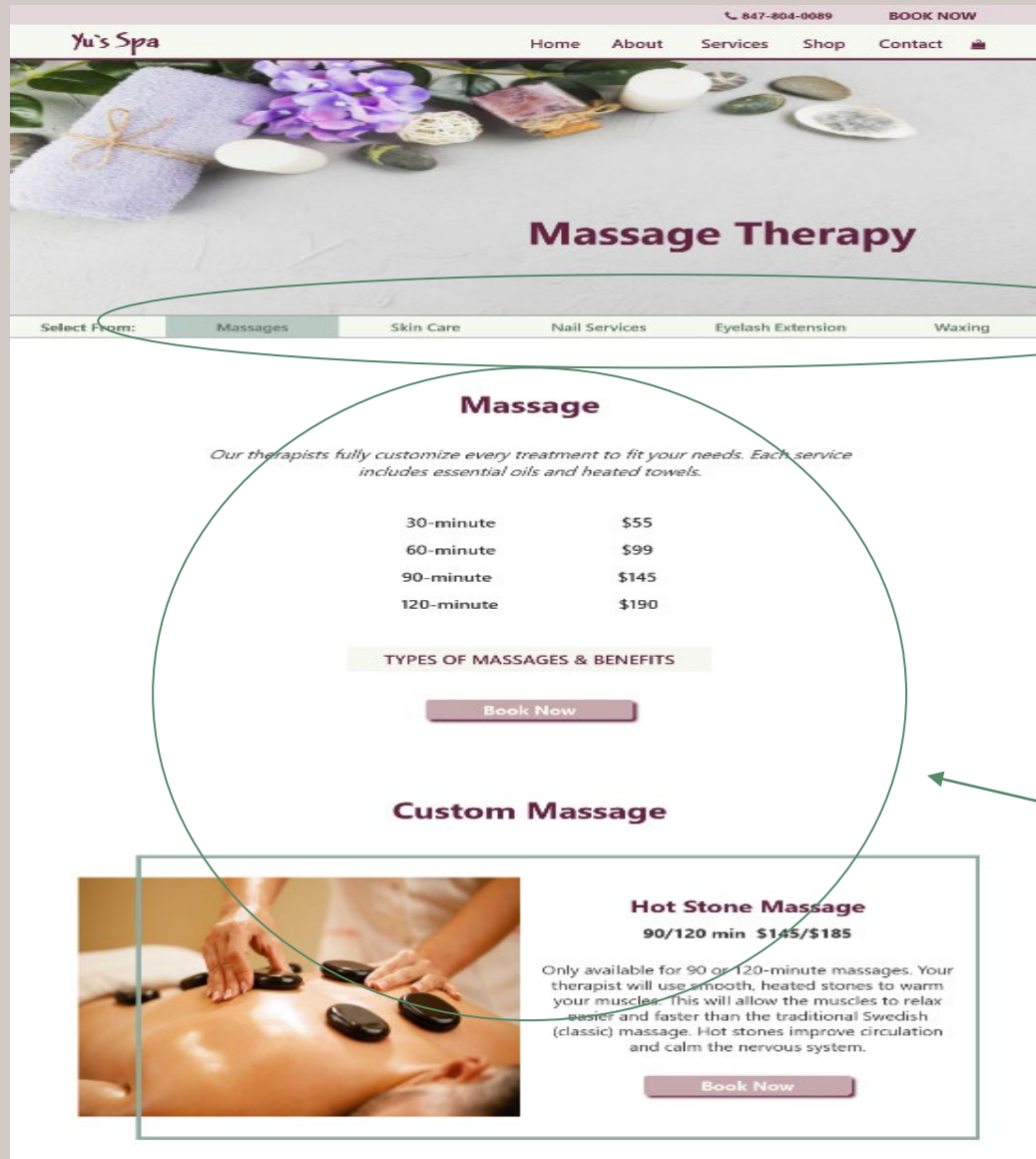
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## Phone



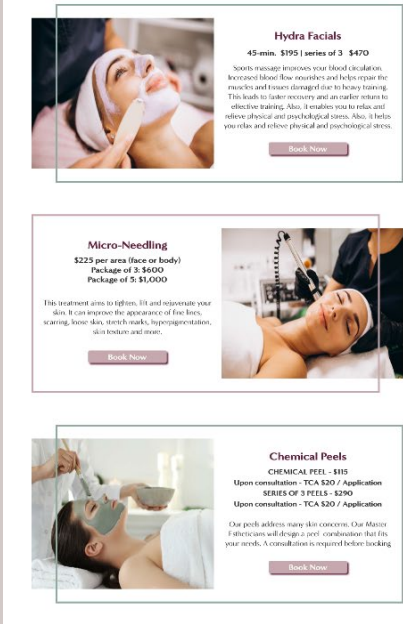
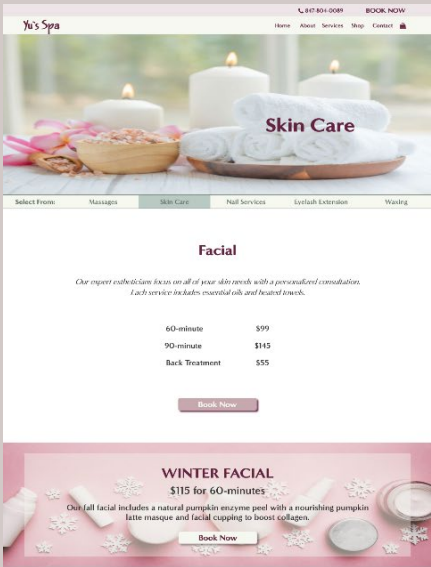
# Services Page Prototype fixed issue



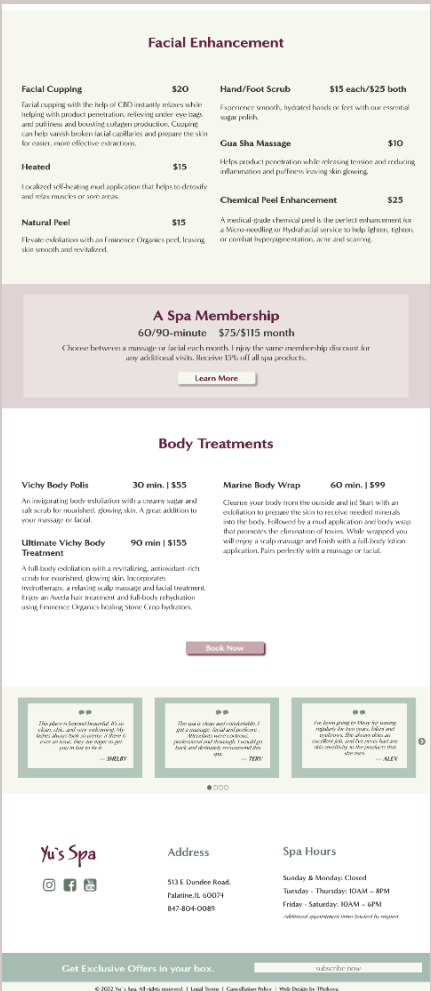
Local Menu Showing Different Types of Services Offered

Services and Prices Added

# Services Page Prototype

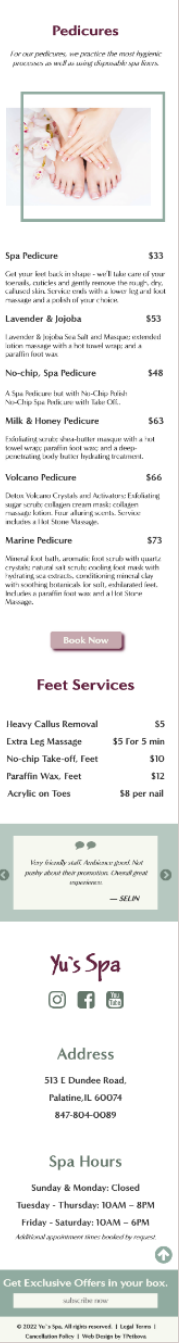
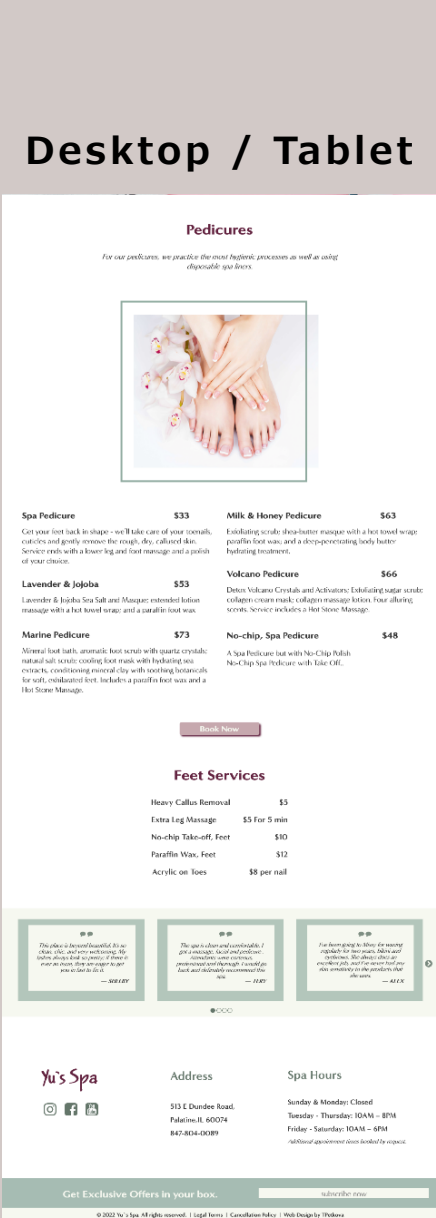


## Desktop / Tablet



## Phone

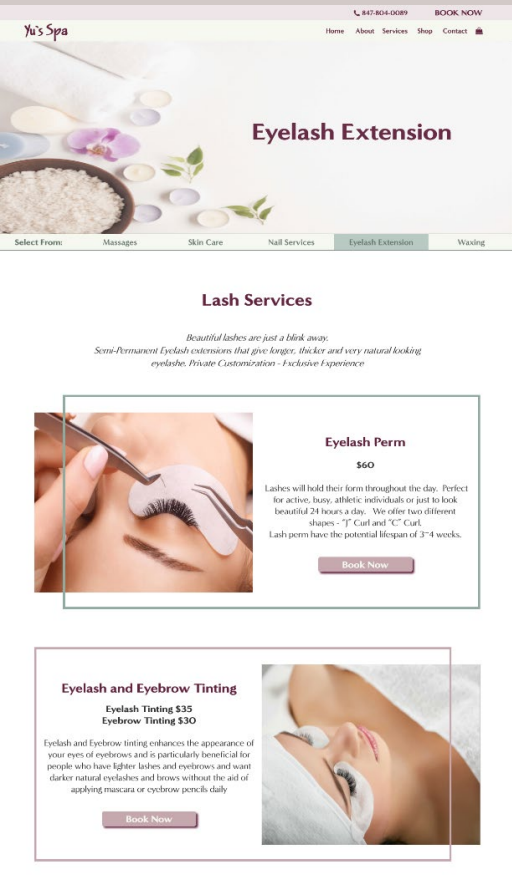
# Services Page Prototype



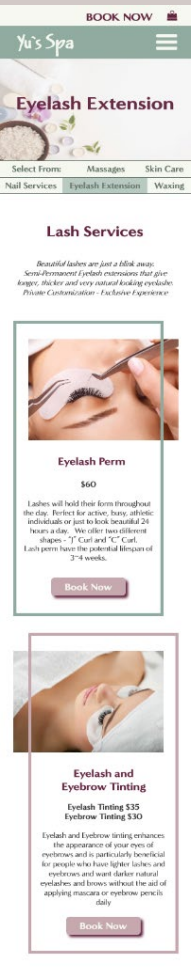
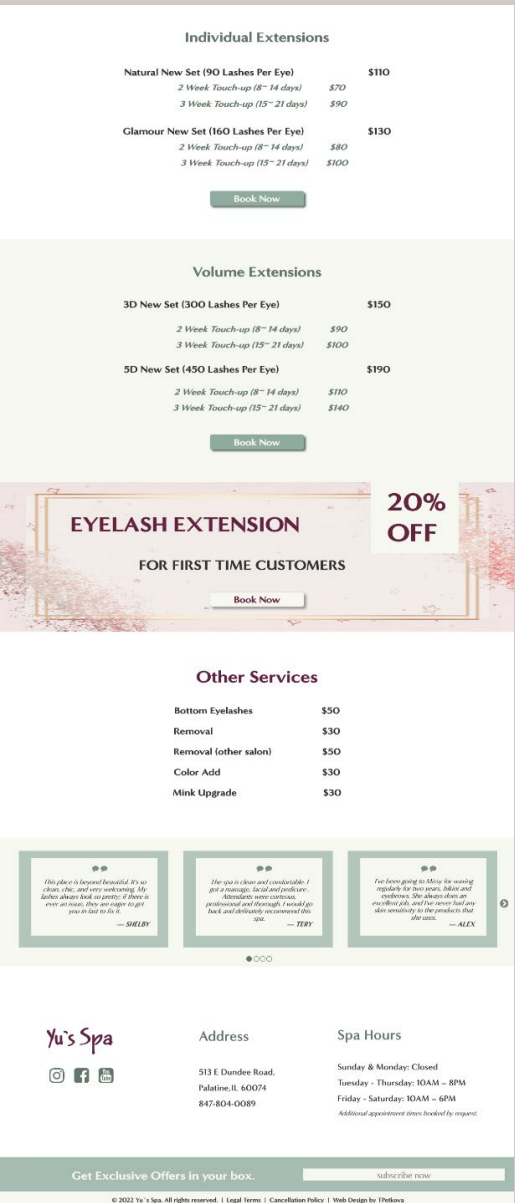
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# Services Page Prototype



Desktop / Tablet

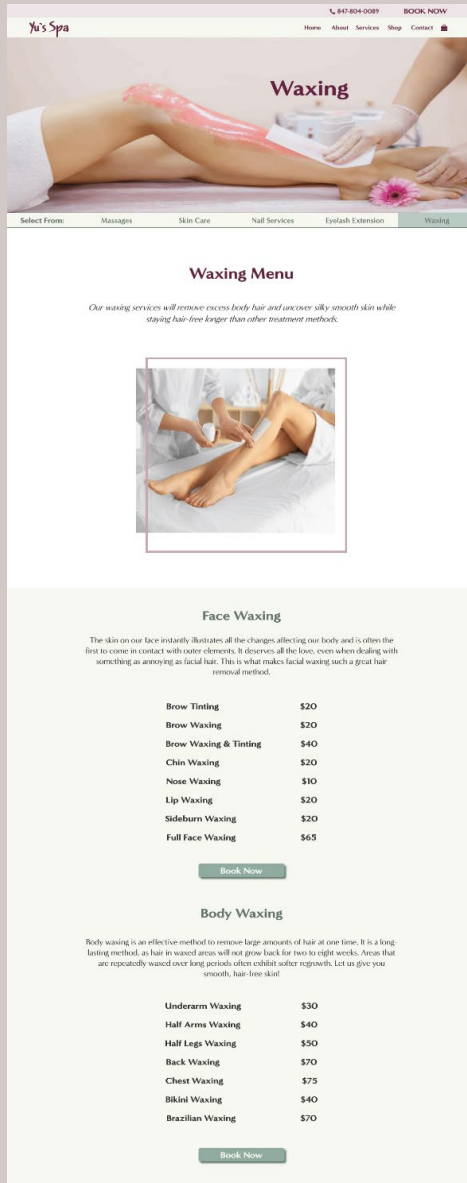


Phone

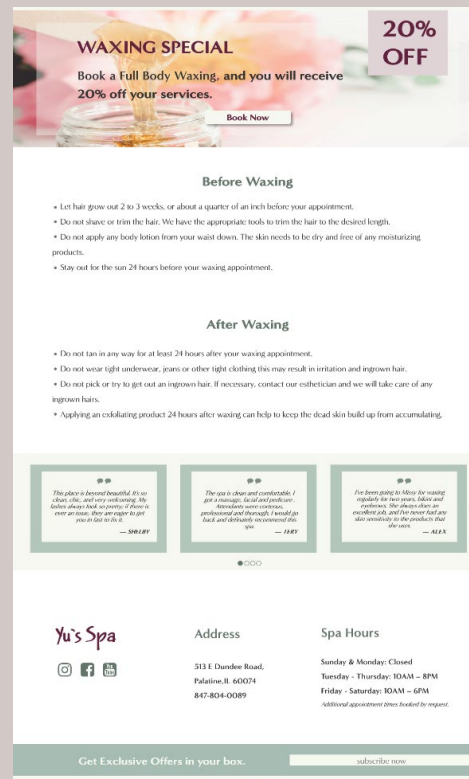




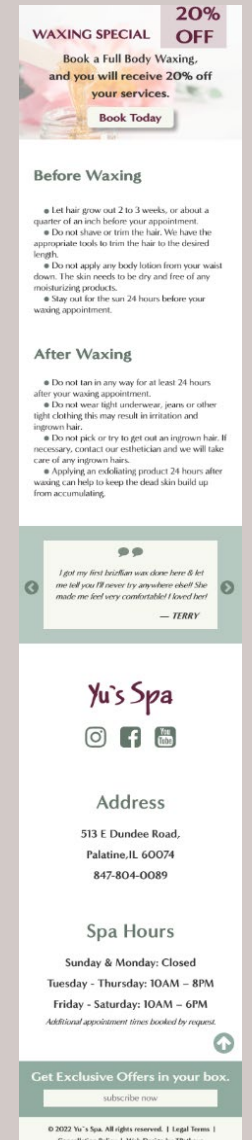
# Services Page Prototype



## Desktop / Tablet



## Phone



# Contact Page Sketches

## Desktop

WEB 170  
Name: Tina Petkova  
Date: 10-20-22  
Screen: Desktop  
Website Name: Yu's Spa

847-804-0089 Book Now

Yu's Spa

Home About Services Shop Contact

Season Special

learn more

We'd love to hear from you

Address

Hours

Name\*

First Name Last Name

Email\*

example@gmail.com

Message\*

send

google map

Get Exclusive offer in your box / subscribe

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## Tablet

WEB 170  
Name: Tina Petkova  
Date: 10-20-22  
Screen: Tablet  
Website Name: Yu's Spa

847-804-0089 Book Now

Yu's Spa

Home About Services Shop Contact

Season Special

learn more

We'd love to hear from you

Address

Hours

Name\*

First Name Last Name

Email\*

example@gmail.com

Message\*

send

google map

Get Exclusive offer in your box / subscribe

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## Phone

WEB 170  
Name: Tina Petkova  
Date: 10-20-22  
Screen: Phone  
Website Name: Yu's Spa

847-804-0089 Book Now

Yu's Spa

Home About Services Shop Contact

Season Special

learn more

Address

Hours

google map

Name\*

Email\*

Message\*

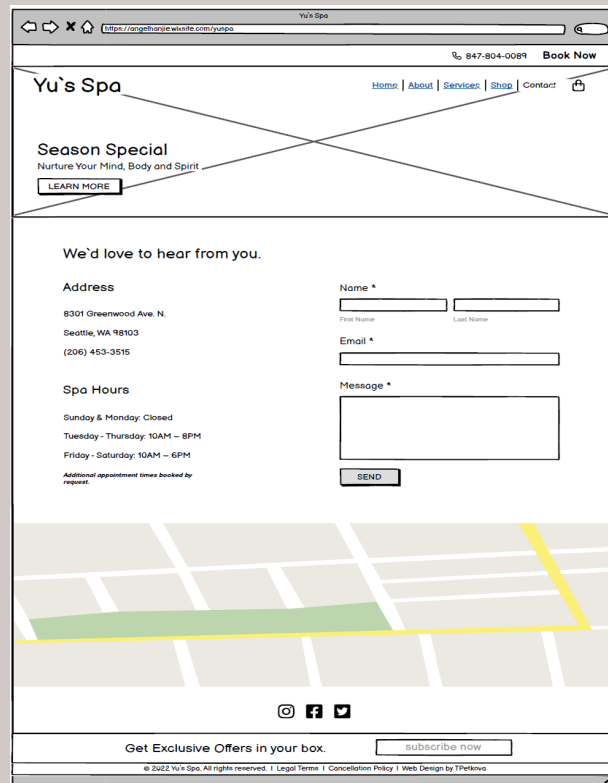
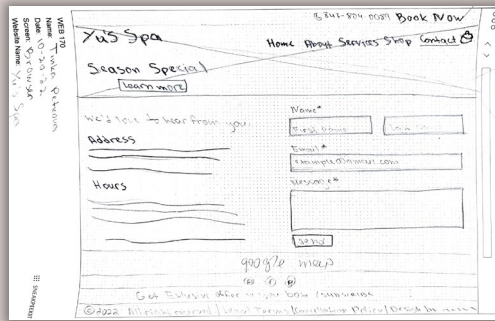
send

subscribe

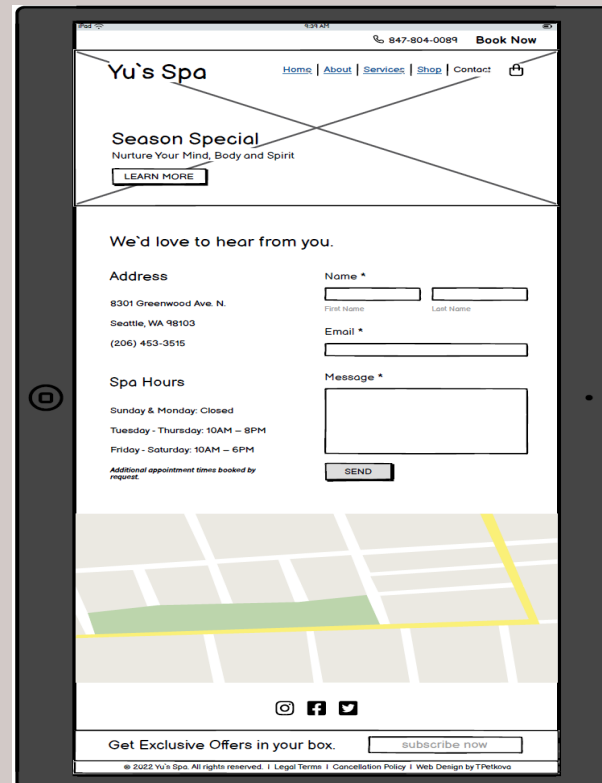
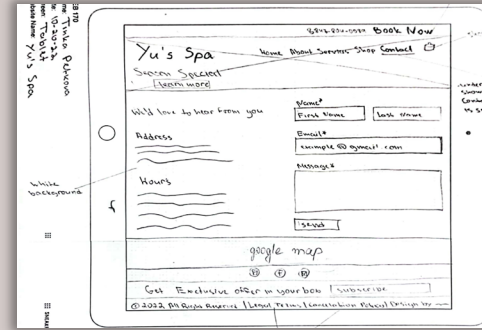
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# Contact Page Wireframe

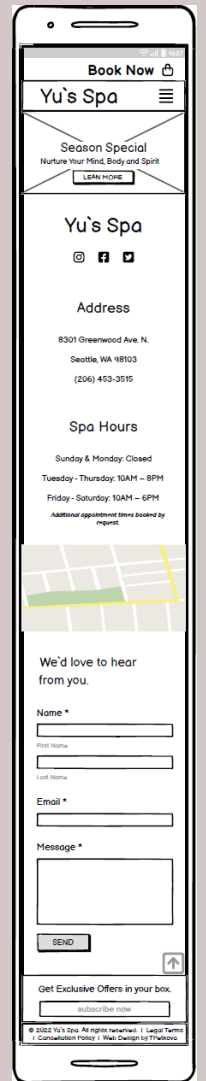
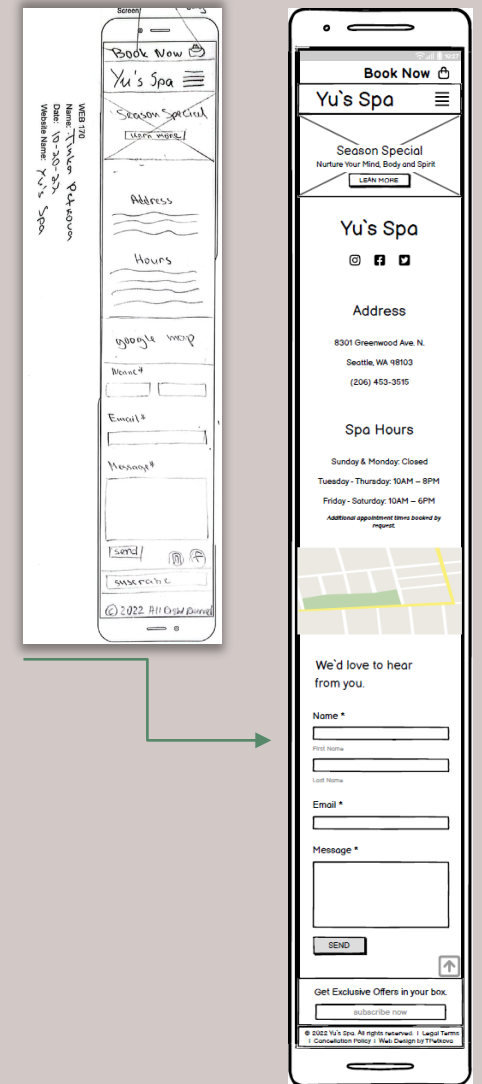
## Desktop



## Tablet

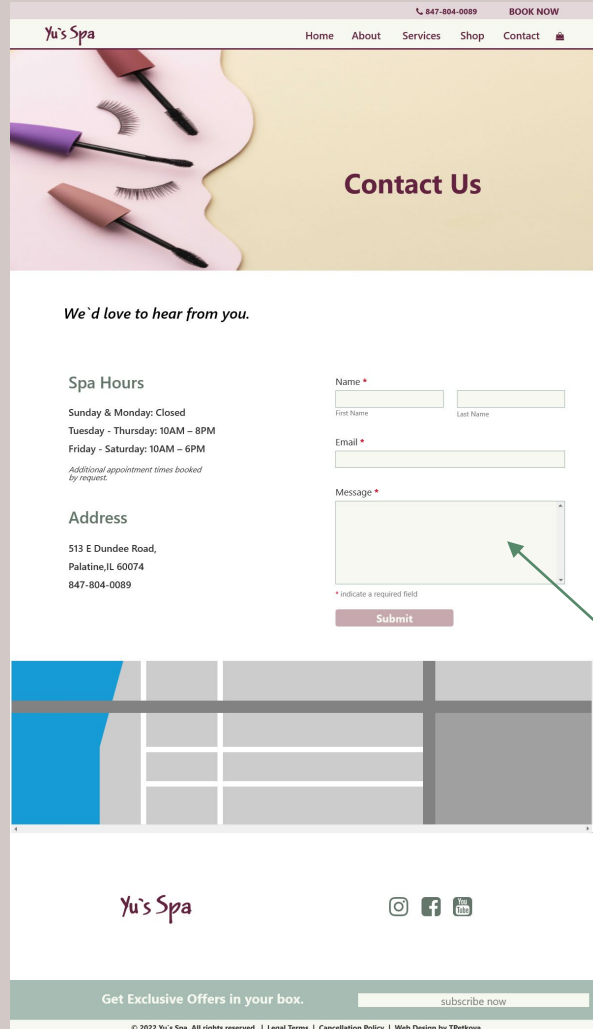
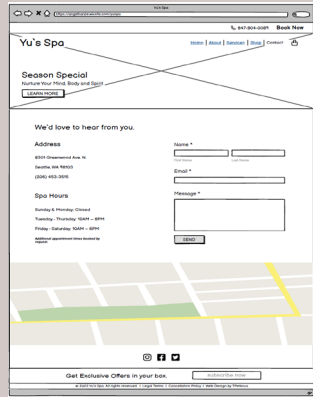


## Phone

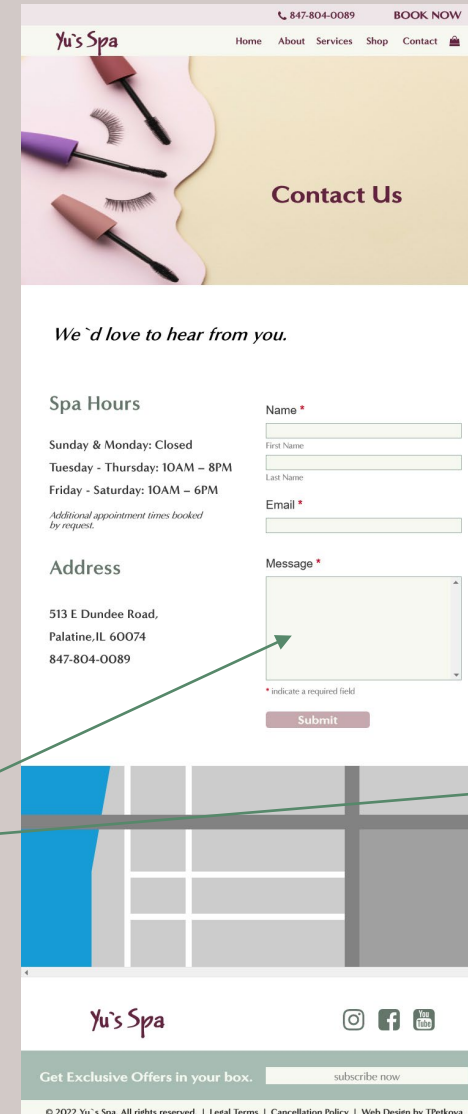
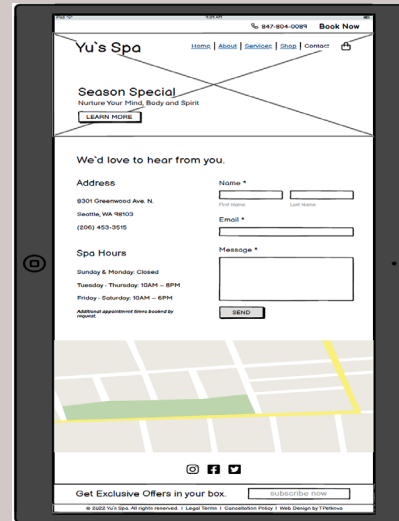


# Contact Page Wireframe

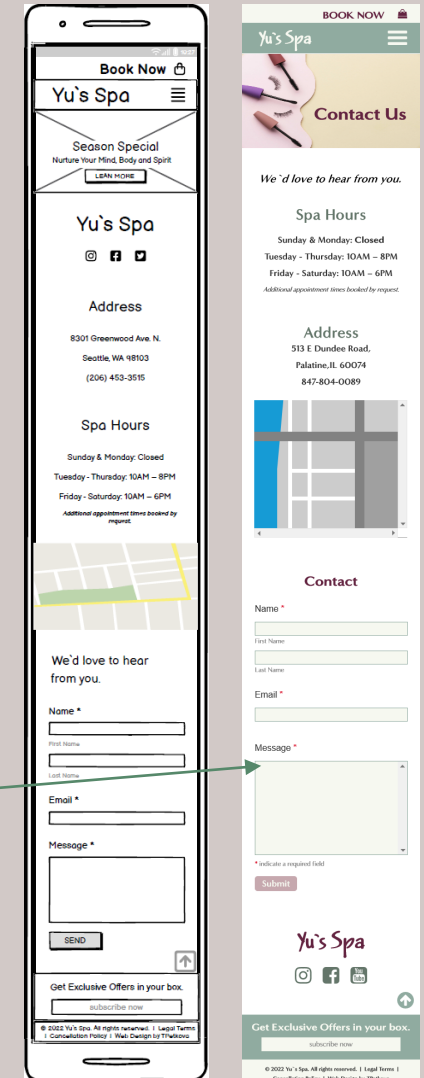
## Desktop



## Tablet



## Phone



## Confirmation Form



# Usability Test and Findings from Phase II

## Scenario 2

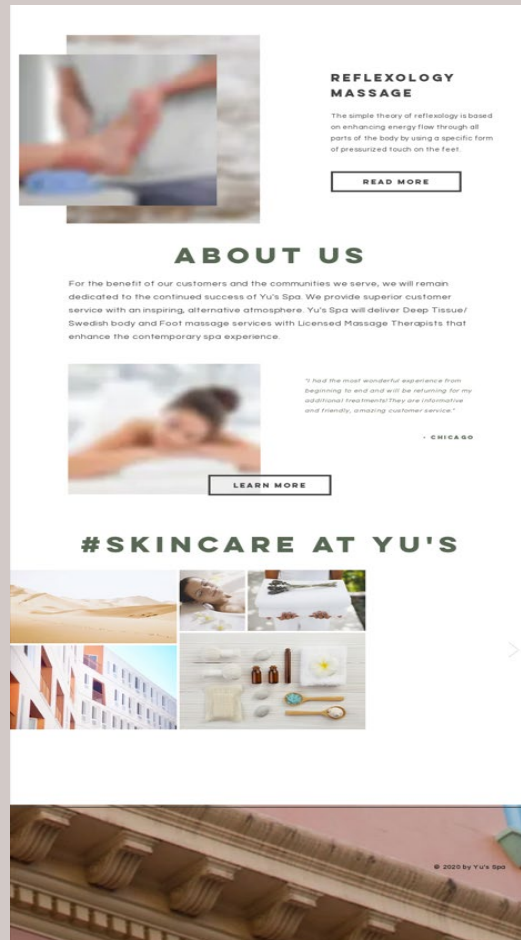
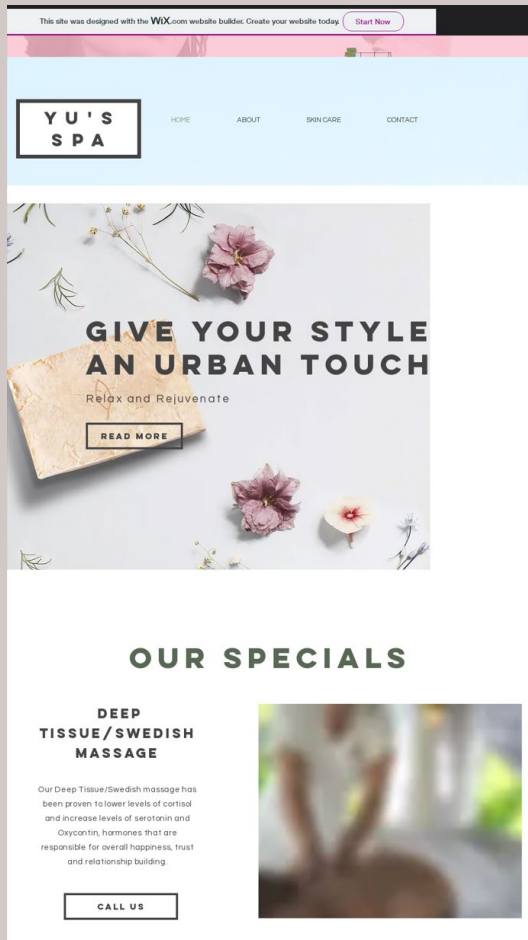
Your friend recommends Yu's Spa as an excellent place for a massage, and you would like to know more about the services they offer and the prices.

User Goal 1	Your friend recommends Yu's Spa as an excellent place for a massage, and you would like to know more about the services they offer and the prices.		
Test time	0.16	0.10	0.20
Completion	Y	Y	Y
Kayak error	0	0	0
Fatal error	0	0	0
Difficulty	Not difficult	Not difficult	Not difficult
Confusion level	No	No	No
Mood	OK	OK	OK
My Thoughts	All participants were able to complete the task within seconds. There wasn't any confusion about where to go, although the P3 expected that when she clicked on the Services navigation button would go straight to the service page. She didn't expect that she would find options for different services provided. I was surprised that the participants didn't use the local menu option. This leads me to conclude that maybe for that capacity website is unnecessary. For very complex websites like Walmart, Target, etc. is more practical.		
Suggestions	Finishing the prototype. And maybe removing the local menu on the service option.		

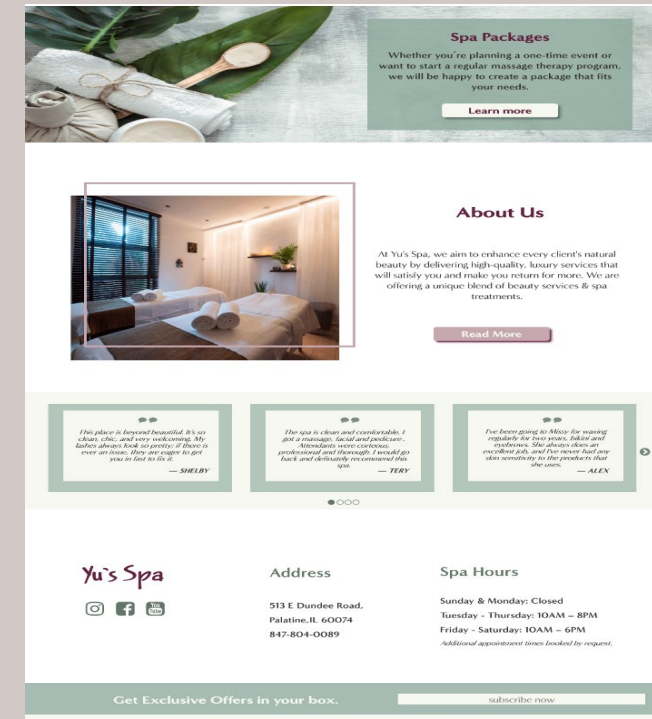
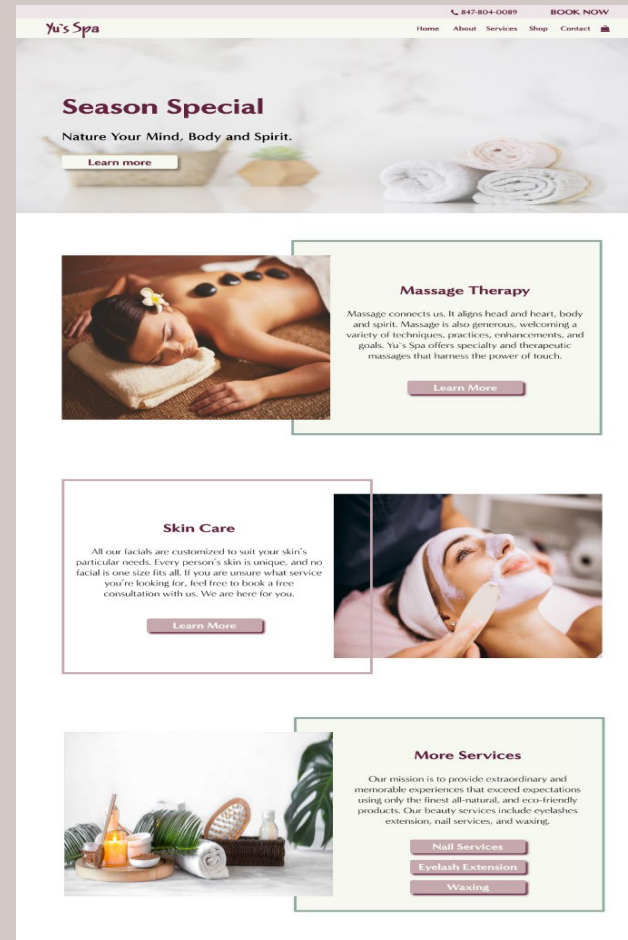


# Desktop Home Page Comparison

## Live Website

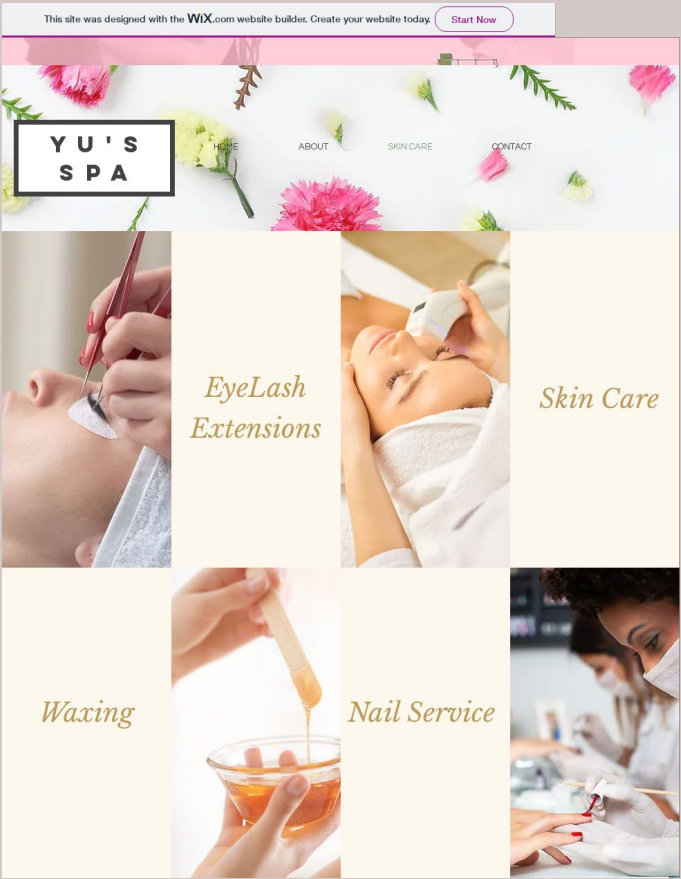


## Prototype

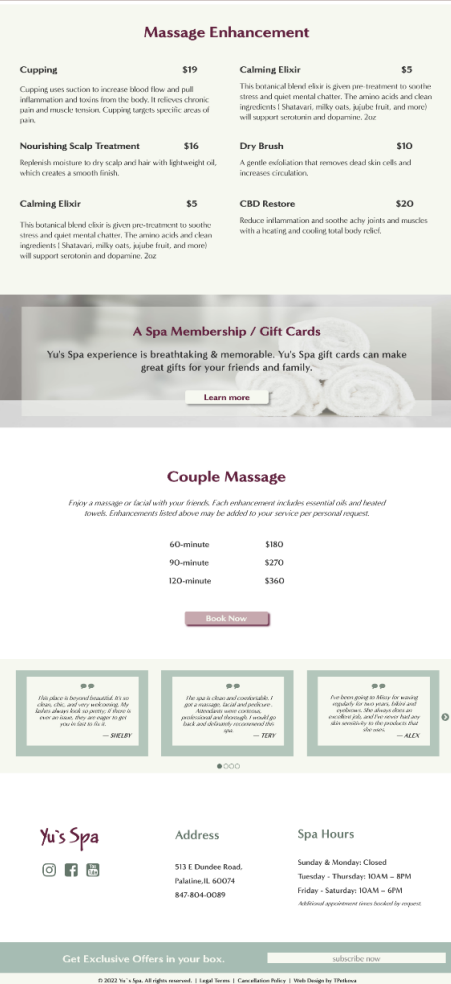
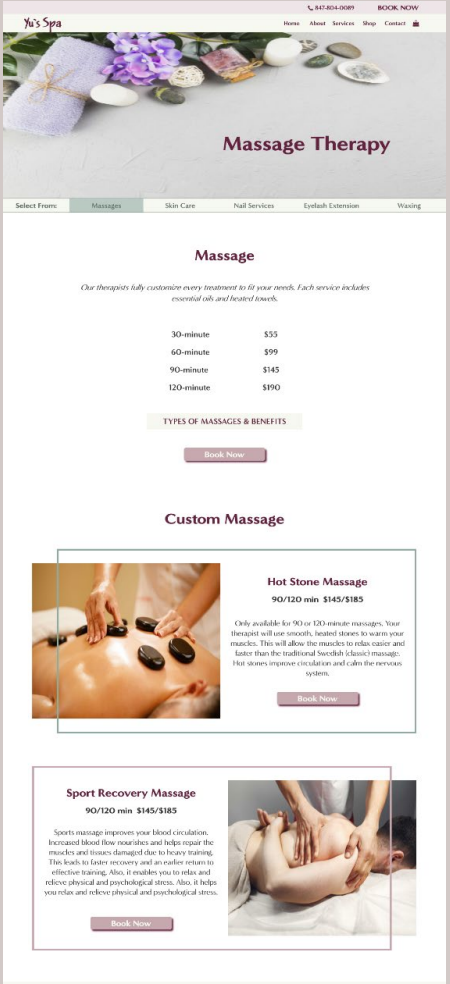


# Desktop Services Page Comparison

## Live Website



## Prototype

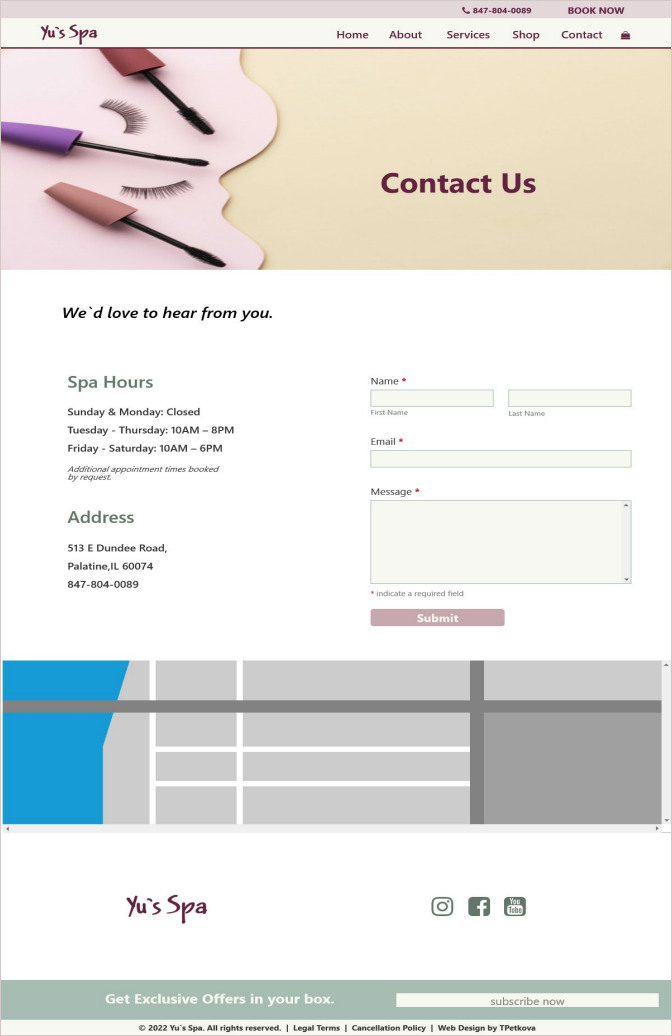


# Desktop Contact Page Comparison

## Live Website



## Prototype



# Future Changes

Complete unfinished pages

Complete unfinished links.

Create logo

Add interactive video